

### SUBJECT INDEX

#### ADVERTISING

- Advertising's Impact on Calls to a Women's Healthline. Laura Gintz Jasper and Ellen Lueders Terwilliger (September), 62-66.
- Dental Services Advertising: Does It Affect Consumers? Peter M. Sanchez and P. Gregg Bonner (December), 27-33.
- Misconceptions and Recommendations on Hospital Advertising. Terry Paul (December), 2-4.
- Using Fear Appeals in Advertising for AIDS Prevention in the College-Age Population. Michael S. LaTour and Robert E. Pitts (September), 5-14.

#### CONSUMER BEHAVIOR

- Communicating With the Elderly Consumer: The Growing Health Care Challenge. Harlan E. Spotts, Jr. and Charles D. Schewe (September), 36-44.
- Consumer Awareness of Hospital Mortality Data. Paul A. Gross and William A. Schaffer (December), 52-55.
- Determinants of Voluntary HMO Disenrollment: An Examination of Consumer Behavior. Maureen Travis, George Russell, and Sean Cronin (March), 75-76.
- Evaluating Consumer Preference for Private Long-Term Care Insurance. Thomas G. Noordewier, Diana Rogers, and P. V. (Sundar) Balakrishnan (December), 34-40.
- Health Care Consumption and Consumer Social Class: A Different Look at the Patient. Scott Dawson (September), 15-25.
- Information Search and Decision Making in the Selection of Family Health Care. David W. Stewart, Gerald B. Hickson, Connie Pechmann, Scott Koslow, and William A. Altemeier (June), 29-39.
- Listening to the Consumer: Implications of a Statewide Study of North Carolinians. Jack R. Gallagher (December), 56-60.
- Telephoned Appointment Scheduling by a Physician's Office: Does It Work? Betsy D. Gelb (December), 61-63.
- The Growing Threat of AIDS: How Marketers Must Respond. Ronald Paul Hill (June), 5-12.

#### CONSUMER SATISFACTION

- Congregate Retirement Communities: Exploring the Importance of Services and Activities as Viewed by Residents, Potential Residents, and Administrators. Joseph D. Cangelosi, Jr. and John W. McAlhany (March), 48-54.
- Do Health Care Marketers Really Grasp the Wants and Needs of the Elderly Market? Elaine Sherman (June), 3-4.
- Does a Hospital's Religious Affiliation Affect Choice of Hospital and Patient Satisfaction? Thomas W. Nix and Jeffery G. Gibson (June), 40-41.
- Invalid Patient Surveys: Not a Bargain at Any Price. Jack Gallagher (March), 69-71.
- Linking Service Quality, Customer Satisfaction, and Behavioral Intention. Arch G. Woodside, Lisa L. Frey, and Robert Timothy Daly (December), 5-17.
- The Mailout Questionnaire as the Practical Method of Choice in Patient Satisfaction Monitoring. Irwin Press and Rodney F. Ganey (March), 67-68.
- Wanted—Doctors Who Care. Lynn T. Lovdal and Ron Pearson (March), 37-41.

#### DECISION SUPPORT SYSTEMS

- Decision Support Systems for Health Care Marketing Managers. Naresh K. Malhotra (June), 20-28.

#### DENTISTS

- Dental Services Advertising: Does It Affect Consumers? Peter M. Sanchez and P. Gregg Bonner (December), 27-33.

#### HEALTH CARE DELIVERY

- Medical Care in the Discount Aisle. Rose Contreras, Benn Greenspan, and Richard C. Leventhal (September), 53-57.
- Too Many Physicians in the Wrong Places and Specialties: Population and Physicians From a Market Perspective. Lanis L. Hicks and John K. Glenn (December), 18-26.

#### HEALTH CARE MARKETING RESEARCH

- A Marketing Planning Analysis for a Dedicated Oncology and Hematology Inpatient Service Unit. Sherry J. Fontaine and Bruce W. Swartz (June), 58-62.
- Invalid Patient Surveys: Not a Bargain at Any Price. Jack Gallagher (March), 69-71.
- Matching Method to Motive: The Best Research Tool for the Job. Gabriel M. Gelb and Laurie Gelb (March), 72-74.
- Medigraphics: A New Perspective on Health Care Markets. John O'Malley (March), 64-66.
- The Mailout Questionnaire as the Practical Method of Choice in Patient Satisfaction Monitoring. Irwin Press and Rodney F. Ganey (March), 67-68.

#### HEALTH PROMOTION

- Advertising's Impact on Calls to a Women's Healthline. Laura Gintz Jasper and Ellen Lueders Terwilliger (September), 62-66.
- Corporate Health Risk Management: An Employer's Newest Tool to Reduce Health Care Costs. Ronald R. Kelsey, Nelson J. Fowlkes, and Elizabeth Shigyo (March), 55-58.
- Marketing Worksite Health Promotion Programs. Patricia A. McPartland (March), 59-63.
- The Health Assessment Unit: Its Development and Evaluation. Barbara Edelman Lewis and David A. Wilner (June), 55-57.
- The Inpatient Value of an Occupational Health Program. John H. Scharf and Barry Zitomer (September), 58-61.

#### HOSPITAL MARKETING

- Channel Systems: An Idea Whose Time Has Come in Health Care Marketing. William L. Trombetta (September), 26-35.
- Consumer Awareness of Hospital Mortality Data. Paul A. Gross and William A. Schaffer (December), 52-55.

- Does a Hospital's Religious Affiliation Affect Choice of Hospital and Patient Satisfaction? Thomas W. Nix and Jeffery G. Gibson (June), 40-41.
- Hospital Marketing: Strategy Reassessment in a Declining Market. Doris V. Van Doren and Alan P. Spielman (March), 15-24.
- Hospital/Supplier Partnership. Stephen X. Doyle and James G. Boudreau (March), 42-47.
- Managing Hospital Quality Through a Clinical Severity Approach. Robert C. Bradbury and Frank E. Stearns, Jr. (June), 13-19.
- Marketing Strategies for Different Competitive Positions. Mary Jane Griffith (September), 2-4.
- Medical Care in the Discount Aisle. Rose Contreras, Benn Greenspan, and Richard C. Leventhal (September), 53-57.
- Misconceptions and Recommendations on Hospital Advertising. Terry Paul (December), 2-4.
- Policies for Hospital Sales Programs: Investigating Differences in Implementation. Delia A. Sumrall and Nermin Eyuboglu (December), 41-47.
- Psychiatric DRGs: More Risk for Hospitals? Chaim M. Ehrman, Gerald Funk, and James Cavanaugh (September), 67-71.
- The Inpatient Value of an Occupational Health Program. John H. Scharf and Barry Zitomer (September), 58-61.

### HMOs and PPOs

- Determinants of Voluntary HMO Disenrollment: An Examination of Consumer Behavior. Maureen Travis, George Russell, and Sean Cronin (March), 75-76.
- Pricing and Performance in Health Maintenance Organizations: A Strategic Management Perspective. Jeffrey S. Conant, Michael P. Mokwa, and John J. Burnett (March), 25-36.
- Self-Funded Health Benefits Plans: Marketing Implications for PPOs and Employers. Debra L. Scammon (March), 5-14.
- The Health Assessment Unit: Its Development and Evaluation. Barbara Edelman Lewis and David A. Wilner (June), 55-57.

### INSURANCE

- Evaluating Consumer Preference for Private Long-Term Care Insurance. Thomas D. Noordewier, Diana Rogers, and P. V. (Sundar) Balakrishnan (December), 34-40.
- Self-Funded Health Benefits Plans: Marketing Implications for PPOs and Employers. Debra L. Scammon (March), 5-14.

### MANAGEMENT, PLANNING, AND STRATEGY

- A Marketing Planning Analysis for a Dedicated Oncology and Hematology Inpatient Service Unit. Sherry J. Fontaine and Bruce W. Swartz (June), 58-62.
- Channel Systems: An Idea Whose Time Has Come in Health Care Marketing. William L. Trombetta (September), 26-35.
- Corporate Health Risk Management: An Employer's Newest Tool to Reduce Health Care Costs. Ronald R. Kelsey, Nelson J. Fowlkes, and Elizabeth Shigyo (March), 55-58.
- Decision Support Systems for Health Care Marketing Managers. Naresh K. Malhotra (June), 20-28.
- Hospital Marketing: Strategy Reassessment in a Declining Market. Doris V. Van Doren and Alan P. Spielman (March), 15-24.
- Hospital/Supplier Partnership. Stephen X. Doyle and James G. Boudreau (March), 42-47.
- Linking Service Quality, Customer Satisfaction, and Behavioral Intention. Arch G. Woodside, Lisa L. Frey, and Robert Timothy Daly (December), 5-17.
- Managing Hospital Quality Through a Clinical Severity Approach. Robert C. Bradbury and Frank E. Stearns, Jr. (June), 13-19.
- Marketing Strategies for Different Competitive Positions. Mary Jane Griffith (September), 2-4.
- Marketing Worksite Health Promotion Programs. Patricia A. McPartland (March), 59-63.
- Matching Method to Motive: The Best Research Tool for the Job. Gabriel M. Gelb and Laurie Gelb (March), 72-74.
- Mediographics: A New Perspective on Health Care Markets. John O'Malley (March), 64-66.

- Policies for Hospital Sales Programs: Investigating Differences in Implementation. Delia A. Sumrall and Nermin Eyuboglu (December), 41-47.
- Pricing and Performance in Health Maintenance Organizations: A Strategic Management Perspective. Jeffrey S. Conant, Michael P. Mokwa, and John J. Burnett (March), 25-36.
- Segmenting Hospitals for Improved Management Strategy. Naresh K. Malhotra (September), 45-52.
- The Globalization of U.S. Health Care Marketing: Is It Ethical to Attract Resources From Needy Countries? James E. Littlefield and Ivan Parra-Tepedino (March), 2-4.

### PHARMACEUTICALS MARKETING

- Inherent Risk and Market Acceptance of Generic Drug Products. Norman V. Carroll and Alan P. Wolfgang (December), 48-51.
- Recent Changes in the Use of Experimental Drugs. Stephen J. Gould (June), 52-54.

### PHYSICIANS

- Information Search and Decision Making in the Selection of Family Health Care. David W. Stewart, Gerald B. Hickson, Connie Pechmann, Scott Koslow, and William A. Altemeier (June), 29-39.
- Listening to the Consumer: Implications of a Statewide Study of North Carolinians. Jack R. Gallagher (December), 56-60.
- Telephoned Appointment Scheduling by a Physician's Office: Does It Work? Betsy D. Gelb (December), 61-63.
- Too Many Physicians in the Wrong Places and Specialties? Populations and Physicians From a Market Perspective. Lanis L. Hicks and John K. Glenn (December), 18-26.
- Wanted—Doctors Who Care. Lynn T. Lovdal and Ron Pearson (March), 37-41.

### PSYCHIATRIC SERVICES

- Psychiatric DRGs: More Risk for Hospitals? Chaim M. Ehrman, Gerald Funk, and James Cavanaugh (September), 67-71.

### RETIREMENT COMMUNITIES

- Congregate Retirement Communities: Exploring the Importance of Services and Activities as Viewed by Residents, Potential Residents, and Administrators. Joseph D. Cangelosi, Jr. and John W. McAlhany (March), 48-54.

### SEGMENTATION

- Preadolescent Pregnancy: A Market Segmentation Perspective. George Miaoulis (June), 42-51.
- Segmenting Hospitals for Improved Management Strategy. Naresh K. Malhotra (September), 45-52.

### SOCIAL AND REGULATORY ISSUES

- Communicating With the Elderly Consumer: The Growing Health Care Challenge. Harlan E. Spotts, Jr. and Charles D. Schewe (September), 36-44.
- Do Health Care Marketers Really Grasp the Wants and Needs of the Elderly Market? Elaine Sherman (June), 3-4.
- Health Care Consumption and Consumer Social Class: A Different Look at the Patient. Scott Dawson (September), 15-25.
- Preadolescent Pregnancy: A Market Segmentation Perspective. George Miaoulis (June), 42-51.
- The Globalization of U.S. Health Care Marketing: Is It Ethical to Attract Resources From Needy Countries? James E. Littlefield and Ivan Parra-Tepedino (March), 2-4.
- The Growing Threat of AIDS: How Marketers Must Respond. Ronald Paul Hill (June), 5-12.
- Using Fear Appeals in Advertising for AIDS Prevention in the College-Age Population. Michael S. LaTour and Robert E. Pitts (September), 5-14.

## AUTHOR INDEX

## A

ALTEMEIER, WILLIAM A., see STEWART.

## B

BALAKRISHNAN, P. V. (SUNDAR), see NOORDEWIER.

BONNER, P. GREG, see SANCHEZ.

BOUDREAU, JAMES G., see DOYLE.

BRADBURY, ROBERT C. and FRANK E. STEARNS, JR., Managing Hospital Quality Through a Clinical Severity Approach, 9 (June), 13-19.

BURNETT, JOHN J., see CONANT.

## C

CANGELOSI, JOSEPH D., JR. and JOHN W. McALHANY, Special Section: Congregate Retirement Communities: Exploring the Importance of Services and Activities as Viewed by Residents, Potential Residents, and Administrators, 9 (March), 48-54.

CARROLL, NORMAN V. and ALAN P. WOLFGANG, Research in Brief: Inherent Risk and Market Acceptance of Generic Drug Products, 9 (December), 48-51.

CAVANAUGH, JAMES, see EHRMAN.

CONANT, JEFFREY S., MICHAEL P. MOKWA, and JOHN J. BURNETT, Pricing and Performance in Health Maintenance Organizations: A Strategic Management Perspective, 9 (March), 25-36.

CONTRERAS, ROSE, BENN GREENSPAN, and RICHARD C. LEVENTHAL, Minicase: Medical Care in the Discount Aisle, 9 (September), 53-57.

CRONIN, SEAN, see TRAVIS.

## D

DALY, ROBERT TIMOTHY, see WOODSIDE.

DAWSON, SCOTT, Health Care Consumption and Consumer Social Class: A Different Look at the Patient, 9 (September), 15-25.

DOYLE, STEPHEN X. and JAMES G. BOUDREAU, Hospital/Supplier Partnership, 9 (March), 42-47.

## E

EHRMAN, CHAIM M., GERALD FUNK, and JAMES CAVANAUGH, Research in Brief: Psychiatric DRGs: More Risk for Hospitals? 9 (September), 67-71.

EYUBOGLU, NERMIN, see SUMRALL.

## F

FONTAINE, SHERRY J. and BRUCE W. SWARTZ, Minicase: A Marketing Planning Analysis for a Dedicated Oncology and Hematology Inpatient Service Unit, 9 (June), 58-62.

FOWLKES, NELSON J., see KELSEY.

FREY, LISA L., see WOODSIDE.

FUNK, GERALD, see EHRMAN.

## G

GALLAGHER, JACK R., Minicase: Listening to the Consumer: Implications of a State-wide Study of North Carolinians, 9 (December), 56-60.

———, Rebuttal: Invalid Patient Surveys: Not a Bargain at Any Price, 9 (March), 69-71.

GANEY, RODNEY F., see PRESS.

GELB, BETSY D., Minicase: Telephoned Appointment Scheduling by a Physician's Office: Does It Work? 9 (December), 61-63.

GELB, GABRIEL M. and LAURIE GELB, Commentary On . . . Matching Method to Motive: The Best Research Tool for the Job, 9 (March), 72-74.

GELB, LAURIE, see GELB, GABRIEL M.

GIBSON, JEFFERY G., see NIX.

GLENN, JOHN K., see HICKS.

GOULD, STEPHEN J., Commentary On . . . Recent Changes in the Use of Experimental Drugs, 9 (June), 52-54.

GREENSPAN, BENN, see CONTRERAS.

GRIFFITH, MARY JANE, Guest Editorial: Marketing Strategies for Different Competitive Positions, 9 (September), 2-4.

GROSS, PAUL A. and WILLIAM A. SCHAFER, Commentary On . . . Consumer Awareness of Hospital Mortality Data, 9 (December), 52-55.

## H

HICKS, LANIS L. and JOHN K. GLENN, Too Many Physicians in the Wrong Places and Specialties? Populations and Physicians From a Market Perspective, 9 (December), 18-26.

HICKSON, GERALD B., see STEWART.

HILL, RONALD PAUL, The Growing Threat of AIDS: How Marketers Must Respond, 9 (June), 5-12.

## J

JASPER, LAURA GINTZ and ELLEN LUEDERS TERWILLIGER, Minicase: Advertising's Impact on Calls to a Women's Healthline, 9 (September), 62-66.

## K

KELSEY, RONALD R., NELSON J. FOWLKES, and ELIZABETH SHIGYO, Minicase: Corporate Health Risk Management: An Employer's Newest Tool to Reduce Health Care Costs, 9 (March), 55-58.

KOSLOW, SCOTT, see STEWART.

## L

LaTOUR, MICHAEL S. and ROBERT E. PITTS, Using Fear Appeals in Advertising for AIDS Prevention in the College-Age Population, 9 (September), 5-14.

LEVENTHAL, RICHARD C., see CONTRERAS.

LEWIS, BARBARA EDELMAN and DAVID A. WILNER, Minicase: The Health Assessment Unit: Its Development and Evaluation, 9 (June), 55-57.

LITTLEFIELD, JAMES E. and IVAN PARRA-TEPEDINO, Guest Editorial: The Globalization of U.S. Health Care Marketing: Is It Ethical to Attract Resources From Needy Countries? 9 (March), 2-4.

LOVDAL, LYNN T. and RON PEARSON, Wanted—Doctors Who Care, 9 (March), 37-41.

## M

MALHOTRA, NARESH K., Decision Support Systems for Health Care Marketing Managers, 9 (June), 20-28.

———, Segmenting Hospitals for Improved Management Strategy, 9 (September), 45-52.

McALHANY, JOHN W., see CANGELOSI.

McPARTLAND, PATRICIA A., Minicase: Marketing Worksite Health Promotion Programs, 9 (March), 59-63.

MIAOULIS, GEORGE, Special Section: Preadolescent Pregnancy: A Market Segmentation Perspective, 9 (June), 42-51.

MOKWA, MICHAEL P., see CONANT.

## N

NIX, THOMAS W. and JEFFERY G. GIBSON, Research in Brief: Does a Hospital's Religious Affiliation Affect Choice of Hospital and Patient Satisfaction? 9 (June), 40-41.

- NOORDEWIER, THOMAS G., DIANA ROGERS, and P. V. (SUNDAR) BALAKRISHNAN, Evaluating Consumer Preference for Private Long-Term Care Insurance, 9 (December), 34-40.

## O

- O'MALLEY, JOHN, Minicase: Medigraphics: A New Perspective on Health Care Markets, 9 (March), 64-66.

## P

- PARRA-TEPEDINO, IVAN, see LITTLEFIELD.  
 PAUL, TERRY, Guest Editorial: Misconceptions and Recommendations on Hospital Advertising, 9 (December), 2-4.  
 PEARSON, RON, see LOVDAL.  
 PECHMANN, CONNIE, see STEWART.  
 PITTS, ROBERT E., see LATOUR.  
 PRESS, IRWIN and RODNEY F. GANEY, Commentary On . . . The Mailout Questionnaire as the Practical Method of Choice in Patient Satisfaction Monitoring, 9 (March), 67-68.

## R

- ROGERS, DIANA, see NOORDEWIER.  
 RUSSELL, GEORGE, see TRAVIS.

## S

- SANCHEZ, PETER M. and P. GREG BONNER, Dental Services Advertising: Does It Affect Consumers? 9 (December), 27-33.  
 SCAMMON, DEBRA L., Self-Funded Health Benefits Plans: Marketing Implications for PPOs and Employers, 9 (March), 5-14.  
 SCHAFER, WILLIAM A., see GROSS.  
 SCHARF, JOHN H. and BARRY ZITOMER, Minicase: The Inpatient Value of an Occupational Health Program, 9 (September), 58-61.  
 SCHEWE, CHARLES D., see SPOTTS.  
 SHERMAN, ELAINE, Guest Editorial: Do Health Care Marketers Really Grasp the Wants and Needs of the Elderly Market? 9 (June), 3-4.

- SHIGYO, ELIZABETH, see KELSEY.

- SPIELMAN, ALAN, P., see VAN DOREN.

- SPOTTS, HARLAN E., JR. and CHARLES D. SCHEWE, Communicating With the Elderly Consumer: The Growing Health Care Challenge, 9 (September), 36-44.

- STEARNS, FRANK E., JR., see BRADBURY.

- STEWART, DAVID W., GERALD B. HICKSON, CONNIE PECHMANN, SCOTT KOSLOW, and WILLIAM A. ALTEMEIER, Information Search and Decision Making in the Selection of Family Health Care, 9 (June), 29-39.

- SUMRALL, DELIA A. and NERMIN EYUBOGLU, Policies for Hospital Sales Programs: Investigating Differences in Implementation, 9 (December), 41-47.

- SWARTZ, BRUCE W., see FONTAINE.

## T

- TERWILLIGER, ELLEN LUEDERS, see JASPER.  
 TRAVIS, MAUREEN, GEORGE RUSSELL, and SEAN CRONIN, Research in Brief: Determinants of Voluntary HMO Disenrollment: An Examination of Consumer Behavior, 9 (March), 75-76.  
 TROMBETTA, WILLIAM L., Channel Systems: An Idea Whose Time Has Come in Health Care Marketing, 9 (September), 26-35.

## V

- VAN DOREN, DORIS C. and ALAN P. SPIELMAN, Hospital Marketing: Strategy Reassessment in a Declining Market, 9 (March), 15-24.

## W

- WILNER, DAVID A., see LEWIS.  
 WOLFGANG, ALAN P., see CARROLL.  
 WOODSIDE, ARCH G., LISA L. FREY, and ROBERT TIMOTHY DALY, Linking Service Quality, Customer Satisfaction, and Behavioral Intention, 9 (December), 5-17.

## Z

- ZITOMER, BARRY, see SCHARF.

Reprint No. JHCM101114

